**Inside UW-Madison** and **The Weekly** are the official e-communications of record for the University of Wisconsin-Madison. **Inside UW-Madison** is an electronic publication distributed to all faculty and staff twice a week throughout the fall and spring semesters. **The Weekly** is an electronic publication distributed to all undergraduates and graduate students once a week during the academic year.

Both **Inside UW-Madison** and **The Weekly** serve as policy communication tools for administration, schools and colleges; as a way for campus units to publicize and promote their activities; and as a medium to recognize the achievements of faculty, staff and/or students among their peers. Both publications, which feature a mix of editorial content, also accept advertisements from campus units.
University Communications and Marketing

University Communications and Marketing produces Inside UW-Madison, The Weekly, and a variety of other communications for audiences on and off campus. Please contact us (http://insideuw.wisc.edu/contact-us/) for more information.

Audience

Inside UW-Madison

UW-Madison employs more than 27,000 faculty, staff and graduate assistants who collectively support the research, teaching and public service missions of the university. An additional 3,500 staff members from affiliated organizations such as UW Hospital and Clinics, the Wisconsin Alumni Association and the University of Wisconsin Foundation are also part of the UW-Madison campus community. More than 30,000 people receive each issue of Inside UW-Madison.

The Weekly

With an enrollment of more than 42,000, UW-Madison has one of the largest student populations in the nation. Our students come from all 50 states and more than 130 countries. UW-Madison serves almost 29,000 undergraduates, more than 9,000 graduate students and 4,500 professional/special students. More than 42,000 students and other subscribers receive each issue of The Weekly.

Placing Ads

Inside UW-Madison and The Weekly advertising presents an effective and economical alternative to costly individual mailings, mass email and other efforts to reach faculty/staff or students campuswide.

Both publications include many listings free of charge, but also accept paid ads from campus units that want to draw special attention to products, services or messages of interest to faculty/staff or students.

Inside UW-Madison and The Weekly charge to recover the actual costs of editing and distributing your message to thousands of recipients with each issue. The audience for Inside UW-Madison includes all faculty and staff, many emeriti and retired staff, hospital employees on the campus payroll, and about 2,000 off-campus subscribers, including alumni, donors and interested others. The Weekly’s audience consists of UW-Madison’s undergraduate, graduate and professional/special student population.

Unlike traditional profit-making publications, Inside UW-Madison and The Weekly limit the amount of advertising and featured editorial content in each issue. If you plan time-sensitive advertising, please consider reserving space well in advance.

Rates, policies and other details for advertising are below. If you would like to discuss these options in more detail, please call Tricia Dickinson, marketing director for University Communications and Marketing, at 608-265-9005 or email her at insideuw@uc.wisc.edu.

Note: Content of advertising is subject to approval by editors.
**Distribution Schedule**

*Inside UW-Madison* is published twice weekly (Tuesdays and Thursdays) during the academic year. Ads intended for the Tuesday edition must be submitted to University Communications and Marketing by the previous Friday. Ads intended for the Thursday edition must be submitted by Tuesday.

*The Weekly* is published once each week (on Wednesdays) during the academic year. Ads must be submitted to University Communications and Marketing by the Monday prior to the issue.

See example distribution schedule below.

<table>
<thead>
<tr>
<th>Distribution Date</th>
<th>Submission Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, October 9, 2012 (Inside UW-Madison)</td>
<td>Friday, October 5</td>
</tr>
<tr>
<td>Wednesday, October 10, 2012 (The Weekly)</td>
<td>Monday, October 8</td>
</tr>
<tr>
<td>Thursday, October 11, 2012 (Inside UW-Madison)</td>
<td>Tuesday, October 9</td>
</tr>
</tbody>
</table>

**Working with Inside UW-Madison and The Weekly**

In the interest of providing a medium for campus units — while preserving *Inside UW-Madison* and *The Weekly*’s primary roles as communication tools of record for the university — we have outlined some policies to clarify when and how we make editorial and advertising space available.

**Reserving advertising space**

To reserve space, call Tricia Dickinson, marketing director for University Communications and Marketing, at 608-265-9005 or email her at insideuw@uc.wisc.edu. To ensure placement, please call to reserve advertising at least one month in advance of the desired ad insertion date.

**Acceptable material**

*Inside UW-Madison* and *The Weekly* currently accept only material produced by or related to university departments, schools, colleges, units or affiliates. Content of advertising is subject to approval by our editors.

**Costs**

UW–Madison entities that request ad space in *Inside UW-Madison* or *The Weekly* are charged an advertising fee only, provided that publication-ready material is available. For those that need assistance, design and production services are available for a fee. Our design rate is $88 per hour. See chart below.

**Availability of editorial space**

Because of our primary editorial mission, *Inside UW-Madison* and *The Weekly* can offer only limited space for advertisements.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Dimensions</th>
<th>Rate (per issue)</th>
<th>Circulation (per issue)</th>
<th>CPM (per issue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display box <em>(Inside UW)</em></td>
<td>135px W X 135px H</td>
<td>$200</td>
<td>28,000</td>
<td>$7.14</td>
</tr>
<tr>
<td>Display box <em>(The Weekly)</em></td>
<td>135px W X 135px H</td>
<td>$300</td>
<td>42,000</td>
<td>$7.14</td>
</tr>
<tr>
<td>Skyscraper box</td>
<td>135px W X 500px H</td>
<td>$200</td>
<td>28,000</td>
<td>$7.14</td>
</tr>
<tr>
<td>Featured editorial <em>(Inside UW)</em></td>
<td>85-105px H X 85-105px W</td>
<td>$200</td>
<td>28,000</td>
<td>$7.14</td>
</tr>
<tr>
<td>Featured editorial <em>(The Weekly)</em></td>
<td>85-105px H X 85-105px W</td>
<td>$300</td>
<td>42,000</td>
<td>$7.14</td>
</tr>
<tr>
<td>Trending Link <em>(The Weekly)</em></td>
<td>—</td>
<td>$300</td>
<td>42,000</td>
<td>$7.14</td>
</tr>
</tbody>
</table>
Confirmation, deadlines
After you reserve space, we will contact you to confirm the reservation one week in advance of publication.
Final electronic material is due two business days prior to the date of publication, unless the editors have agreed to accept material later by special advance arrangement. See publishing schedule.

Cancellation of space reservations
Inside UW-Madison and The Weekly reserve the right to rescind offers of advertising space up to the date of publication if unforeseen circumstances arise. Should ad space become unavailable, we will contact the campus unit affected to offer space in a future issue.

A campus unit may cancel space up to two days prior to publication. Because of high demand and limited availability for editorial supplements, we ask campus units to advise us of any change in plans promptly so that we may allow other units to use the space made available by cancellation.

Submitting ads
Please email your ad to insideuw@uc.wisc.edu in one of the following formats:
- JPEG
- GIF
We reserve the right to adjust ad sizes and recompress ads exceeding 40 kilobytes.

Advertising Products
Inside UW:
- **Display box (135 pixels X 135 pixels)**
  Display boxes offer a way to draw additional attention to a message through graphics and linked text. Display boxes run at the top of the right column.
- **Skyscraper box (135 pixels X 500 pixels)**
  If your message requires more text or a bolder image, the skyscraper box provides both space and impact. Skyscraper boxes are positioned in the middle to lower half of the right column, depending on display boxes.
- **Featured editorial (150 characters plus an image of 85-105 pixels X 85-105 pixels)**
  Our featured editorial content gives you the
chance to communicate a longer message, multiple links and a small thumbnail image. Body copy is limited to 150 characters (not including URLs). Please clearly note links when submitting editorial copy.

**The Weekly:**

- **Trending Link**
  Focus attention on your event of product by using a trending link. Your copy will appear in the top space on the page.

- **Featured editorial (150 characters plus an image of 85-105 pixels X 85-105 pixels)**
  Our featured editorial content gives you the chance to communicate a longer message, multiple links and a small thumbnail image. Body copy is limited to 150 characters (not including URLs). Please clearly note links when submitting editorial copy.

- **Display box (135 pixels X 135 pixels)**
  Display boxes offer a way to draw additional attention to a message through graphics and linked text. Display boxes run at the base of the page.
Best Practices
After a year of publishing Inside UW, we feel confident about these suggestions for ads:

**Size Matters.**
Any font below 12-point type is not legible in ads. Keep fonts readable!

**Less is More.**
The strongest ads have the least copy and the cleanest design.

**A Picture is Worth ...**
A beautiful image makes a striking ad.

**Don’t Bury the News.**
Make your title (in featured editorial) do the heavy lifting.

If you have questions about ad design, contact us to discuss.